Problem Statement Women’s shoes that have flat, smooth bottoms do not provide any resistance to sticky gum. In 1871, the gum production escalated with the patent of a gum manufacture machine; today, over 374 billion sticks of gum are made yearly, and when not disposed of properly, gum becomes a sticky situation. Women in urban areas have agreed that they hate it when there is gum stuck on their shoes as evidenced by the amount of responses to the online search “I hate it when gum is stuck on my shoe.” Although there are many answers on how to effectively remove the gum from your shoes, there are no solutions on how to keep the gum from sticking to the shoe in the first place.

Statement of Purpose Provide flat, women’s shoes with a gum resistant material to protect the bottom of the shoe.

Justification

* Numerous methods on how to remove gum (Thus proves the point that there is a problem of gum sticking to shoes)
* Surveys ( Almost 300 surveys gave out at Stratford Square Mall and Downtown Chicago)
* Interview with Custodian
* Emails sent to experts
* Personal experience
* Articles
  + City spends $230,000 a year trying to remove gum
  + “Gum hard to remove once stuck to a solid surface” – SBWire Web

Competition & Past Solutions

“Anything that removes gum off the shoe, or prevents gum from sticking to the shoe is our competition”

Product removes any sticky substances from household items.



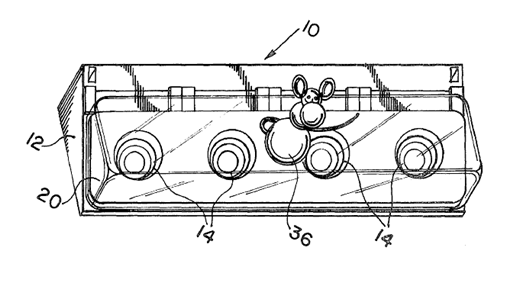
Product specifically made to remove gum off any surface.



Product helps reduce the chance that gum will get stuck to ones shoe. It offers a bin to dispose the gum in, rather than disposing it on the ground.



Product coats and protects the ground from gum.



Product used as a container to store the gum, instead of throwing it on the ground.



Product creates awareness about gum on the ground. It is also used as a place to stick the gum, instead of disposing it on the ground.

Drawings & Sketches

Expert Input

Decision Matrix

Gantt Chart

Future Plans

* Get response from 3M and try to get expert input and maybe sponsorship.
* Pick our final solution for our project
* Make a prototype of that solution
* Start creating PowerPoint for presentation